

CONTRACT



WRC
4001 Nebraska Ave. NW
Washington, DC 20016
(202) 885-4000

www.nbcwashington.com

And:

AMERICAN RAMBLER PRODUCTIONS
138 CONANT ST
BEVERLY, MA 01915
USA

<u>Contract / Revision</u> 328377 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 08/08/12 - 08/14/12		<u>Estimate #</u> 315
<u>Advertiser</u> ROMNEY FOR PRESIDENT		<u>Original Date / Revision</u> 08/07/12 / 08/07/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRC	<u>Account Executive</u> Kaitie Conway	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> RA18+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 26978	<u>Advertiser Ref</u> 18824	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WRC	08/08/12	08/10/12	OLY EARLY MORNING M-F	6A-10A		:30			NM	9	\$25,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--333--				9	\$2,800.00			
N 2	WRC	08/13/12	08/14/12	7-9A TODAY SHOW	7A-9A		:30			NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	22-----				4	\$2,400.00			
N 3	WRC	08/13/12	08/14/12	9-10A TODAY SHOW 2	9A-10A		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	11-----				2	\$1,000.00			
N 4	WRC	08/13/12	08/14/12	10-11A TODAY SHOW 3	10A-11A		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	11-----				2	\$700.00			
N 5	WRC	08/08/12	08/10/12	OLY WKDAY DYT M-F	10a-5p		:30			NM	12	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--444--				12	\$2,000.00			
N 6	WRC	08/13/12	08/14/12	11A-12P MIDDAY NEWS	11A-12P		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	22-----				4	\$400.00			
N 7	WRC	08/13/12	08/14/12	1-2P DAYS OF OUR LIVES	1P-2P		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	11-----				2	\$500.00			
N 8	WRC	08/13/12	08/14/12	Ellen	3P-4P		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	11-----				2	\$600.00			
N 9	WRC	08/13/12	08/14/12	5-6P NEWS 4 @ 5PM	5P-6P		:30			NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute the entire agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising spots on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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<u>Contract / Revision</u> 328377 /		<u>Alt Order #</u>
<u>Contract Dates</u> 08/08/12 - 08/14/12	<u>Product</u>	<u>Estimate #</u> 315
<u>Advertiser</u> ROMNEY FOR PRESIDENT		<u>Original Date / Revision</u> 08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	22-----				4	\$1,800.00			
N 10	WRC	08/08/12	08/10/12	5-6P NEWS 4 @ 5PM	5P-6P		:30			NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--222--				6	\$1,500.00			
N 11	WRC	08/13/12	08/14/12	6-7P NEWS4 @ 6PM	6P-7P		:30			NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	22-----				4	\$2,400.00			
N 12	WRC	08/08/12	08/10/12	6-7P NEWS4 @ 6PM	6P-7P		:30			NM	6	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--222--				6	\$2,000.00			
N 13	WRC	08/08/12	08/10/12	OLY ACCESS M-SA	730-8p		:30			NM	3	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--111--				3	\$5,000.00			
N 14	WRC	08/13/12	08/14/12	730-8P ACCESS HOLLYWO	730P-8P		:30			NM	2	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	11-----				2	\$3,600.00			
N 15	WRC	08/08/12	08/10/12	OLY LT NEWS M-SU	11p-1235a		:30			NM	6	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--222--				6	\$5,000.00			
N 16	WRC	08/13/12	08/14/12	5-6A NEWS4 @ 5AM	5A-6A		:30			NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	22-----				4	\$800.00			
N 17	WRC	08/08/12	08/10/12	5-6A NEWS4 @ 5AM	5A-6A		:30			NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--222--				6	\$800.00			
N 18	WRC	08/11/12	08/11/12	OLY WKEND DAYTIME	6a-6p		:30			NM	3	\$13,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----3-				3	\$4,500.00			
N 19	WRC	08/11/12	08/11/12	6-630P NEWS4 @ 6P SA W	6-630P		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----2-				2	\$2,000.00			
N 20	WRC	08/11/12	08/11/12	OLY LT NEWS M-SU	11p-1235a		:30			NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----2-				2	\$5,000.00			
N 21	WRC	08/12/12	08/12/12	OLY WKEND DAYTIME	6a-6p		:30			NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----2				2	\$4,500.00			
N 22	WRC	08/12/12	08/12/12	OLY LT NEWS M-SU	11p-1235a		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1				1	\$5,000.00			
Totals											88	\$205,500.00

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<u>Advertiser</u> ROMNEY FOR PRESIDENT		<u>Original Date / Revision</u> 08/07/12 / 08/07/12

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/14/12	88	\$205,500.00	\$174,675.00
Totals	88	\$205,500.00	\$174,675.00

Signature: _____ **Date:** _____

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